

ABSTRACT OF THE DISCLOSURE

A method for influencing people's decisions in the market, the method comprising the steps of:

5 - creating an universe of N attributes $V_i = [v_1, v_2, \dots, v_N]$, characteristics or values to be exposed to a person j ;

 - showing the attributes v_i to the person j and calculating the importance, weight or sensibility that each of the attributes v_i has on the person j for affecting in future decisions in the market to be taken by that person j , and expressing the corresponding results of the calculation as $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$;

10 - creating databases $A = [a_{ij}]$ and $P = [p_{ij}]$ including, for every person, the universe of attributes V_i ordered by their weight W_{ij} or by their objective interest $Z_i = [z_1, z_2, \dots, z_N]$, and

 consulting the databases A and P and selecting only particular attributes to be shown in the future to that person.